

## Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

1.-17. (Cancelled)

18. (Currently amended) A mobile scanning terminal system, comprising:

an image capture component that captures optical signals related to a product, the capture corresponds to inversion or rotation of the system a display;

an image analysis component that analyzes and determines product identity based at least in part upon the optical signals; and

a the display that displays information associated with the product and inverts or rotates the information to an optimal viewing orientation, regardless of the orientation of the system, thereby efficiently relaying data to the user.

19. (Previously Presented) The mobile scanning terminal system of claim 18, the optical signals comprise a dataform or an image of the product.

20. (Previously Presented) The mobile scanning terminal system of claim 18, the information associated with the product comprises text, a stored image, or an image of the product captured by the image capture component.

21. (Previously Presented) The mobile scanning terminal system of claim 18, the display provides for inverting and/or rotating the information from 0 degrees to any desired rotation angle.

22. (Previously Presented) The mobile scanning terminal system of claim 18, the optical signals relate to at least one physical image of a damaged product, the physical image is analyzed for determination of the damaged product.

23. (Previously Presented) The mobile scanning terminal system of claim 18, further comprising an user interface comprising a keypad, a touch screen or an audio/voice recognition component that provides feedback or input to the system.

24. (Previously Presented) The mobile scanning terminal system of claim 18, further comprising an audio or voice recognition component that provides feedback or input.

25. (Previously Presented) The mobile scanning terminal system of claim 18, further comprising a data store that provides user defined parameters or interrogation questions to be utilized for analysis or determination of the product.

26. (Previously Presented) The mobile scanning terminal system of claim 18, the image analysis component compares optical signals from a product with optical signals from a location to determine the product is desirably placed in a proper location to effectively enable efficient shopping.

27. (Previously Presented) The mobile scanning terminal system of claim 26, the image analysis component indicates whether a product is in a correct location and relays to a user a correct product location.

28. (Previously Presented) The mobile scanning terminal system of claim 26, the image analysis component compares a product at a location with a product history in a data store to determine whether a product should be reordered.

29. (Currently amended) A mobile scanning terminal system, comprising:  
an image capture component that captures a scanned image of a product, the image capture corresponds to inversion or rotation of the system a display;  
a data retrieval component for retrieving product data relevant to a scanned product;  
a the display component that displays the scanned image or retrieved product data to a user; and  
an orientation component that facilitates adjusting a rotational angle of the scanned image or product data within the display component to a desirable viewing position.
30. (Previously Presented) The mobile scanning terminal system of claim 29, the product data comprises a stored picture of the scanned product that is relayed to the display component.
31. (Previously Presented) The mobile scanning terminal system of claim 29, the product data comprises product ordering data regarding the scanned product including dates of previous orders, number of products included within each order, trends, market share of the scanned product and manufacturer information.
32. (Previously Presented) The mobile scanning terminal system of claim 29, further comprising a data store for retaining the product data relevant retrieved by the data retrieval component.
33. (Previously Presented) The mobile scanning terminal system of claim 32, the data store further comprising an image recognition array for identifying at least one scanned product.
34. (Previously Presented) The mobile scanning terminal system of claim 29, the orientation component further comprising an artificial intelligence component that facilitates customizing a viewing position according to a particular user state and context.

35. (Previously Presented) The mobile scanning terminal system of claim 34, further comprising a sensor component that operates conjunctively with the orientation component and the artificial intelligence component to enable optimized viewing position of scanned images or product data displayed within the display component.

36. (Previously Presented) The mobile scanning terminal system of claim 35, the optimized viewing position is determined from determining a distance or sightline between the display component and a user.

37. (Previously Presented) A mobile scanning terminal method, comprising:  
capturing a scanned image of a product, the image capture corresponds to inversion or rotation of a display;  
retrieving product data relevant to a scanned product;  
displaying the scanned image or retrieved product data to a user; and  
adjusting a rotational angle of the scanned image or product data to a desirable viewing position.